



# Q1 2016 BUSINESS SURVEY

By Andy Pham



# About

## Survey Goal

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### Purpose of Survey

The main goal of this survey is to obtain a sample of what business-to-consumer businesses are in the PBID district within Ports O' Call and Historic Downtown San Pedro. This allows us to obtain a listing complete with address and store hours for the upcoming retail map for locals and tourists. In addition, to see what businesses would like to continual to participate in the \$5 cash card program and to expand the program to other businesses.

Secondary goals of the survey are to see what businesses are saying about past 2015 events if they have benefited from said events if they prefer smaller frequent events or larger infrequent events. We will also see what their top concerns regarding the PBID district that needs improving immediately. The top concerns also have a large impact regarding their view of the PBID administration.

Ports O' Call survey questions were a bit different from the Downtown District questions. It asked respondents if they benefited from trolley services, if they experience increase of customers when a cruise ship is docked, what events they would like to see in their area, points of interest to add to area after the Jerico re-development of the area, if they want to be included in the shopping directory, and other thoughts that concern them.

[www.sanpedrobid.com](http://www.sanpedrobid.com)

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# Cash Card

## 2015 Cash Card

Number of participating retailers and restaurants: 24

Total Redeemed: TBA

A positive response from the majority of participating businesses. Mostly the restaurants benefited. Many participating businesses did not follow directions to help PBID marketing research by inputting zip code.

## 2016 Cash Card

Number of retailers and restaurants wanting to participate: 39

Few items addressed on the new cards are a call to action regarding the zip-code input, additional usage limitations, improved map on the backside, and business categories to help tourists find what they need.

**\$5 INSTANT CASH CARD**

Use as cash at District businesses & restaurants!

Not valid without zip code:

Participating businesses reserve the right to refuse cash card. May not be redeemed for cash. Must be redeemed in-person. Limit one per customer per day. Expires 12/31/16. Only original cash cards will be accepted. No copies. [www.sanpedrobid.com](http://www.sanpedrobid.com)

**PARTICIPATING BUSINESSES:**

<b>CLOTHING &amp; RETAIL</b>	<b>RESTAURANTS</b>	<b>JEWELRY</b>
Maral Design 331 7th St.	Happy Diner 617 Centre St.	Bringelson Jewelers 461 6th St. #104
Downtown Caps 613 Mesa St.	Niko's Pizzeria 399 6th St.	Ron's Jewelers 469 6th St.
Rosy Scenario 461 6th St. #106	Philie B's 347 6th St.	
Urban Feet 329 6th St.	Porky's BBQ 362 6th St.	<b>HAIR CARE</b>
Dramatique 319 6th St.	The Whale & Ale 327 7th St.	Hollywood Doll Salon 617 Mesa St.
The Surplus Guy 321 6th St.	Raffaello Ristorante 400 Pacific Ave.	The Shop Barbering 437 6th St.
<b>BEER &amp; WINE LOUNGES</b>	San Pedro Brewing Co. 331 6th St.	
Off The Vine 491 6th St.	Baramae Thai 354 6th St.	<b>ART SUPPLIES</b>
Jackson's Place 335 7th St.	Beach City Grill 376 6th St.	Parkhurst Galleries 439 W 6th St
	Senfuku 380 6th St	Machine Studio 387 6th St.
<b>SOUVENIRS</b>	Acapulco Ports O'Call	San Pedro Art Assn. Ports O'Call.
Drop-in Gift's 321 6th St.	Ports O'Call Restaurant Ports O'Call	
Our Creations 416 6th St.		<b>FITNESS &amp; WELLNESS</b>
<b>SNACKS</b>	<b>CAFÉ</b>	People's Place Fitness 365 W 6th St.
Susie's Candy Shop 461 6th St.	Sacred Grounds 468 6th St.	San Pedro Wellness 263 7th St.
Cal Video 450 6th St.	Sirens 356 7th St.	
	NVDA Raw Vegan 407 6th St.	<b>ELECTRONICS &amp; CELL PH. REPAIR</b>
	Boardwalk Café Ports O'Call	Salient Computers 620 Mesa St.
	Utro's at the Wharf Ports O'Call	



# Historic Downtown

6<sup>th</sup>, 7<sup>th</sup>, Mesa, Centre, Pacific

# Downtown Businesses Who Participated

Big Thank You!

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Ron's Jewelers  
 JD Hobby Center  
 So Cal Tattoo  
 Cheap Vintage  
 Sacred Grounds  
 San Pedro Brewing Co  
 Surplus guy  
 The shop Barbering  
 Porky's  
 Susie's Candy shop  
 Dramatique  
 Rosy Scenario  
 Sirens  
 Neil ' s  
 N.U.D.A.  
 Salient Computers  
 Jackson Place  
 Hollywood Doll Salon  
 The Whale and Ale  
 Ink Divine Tattoo Co.

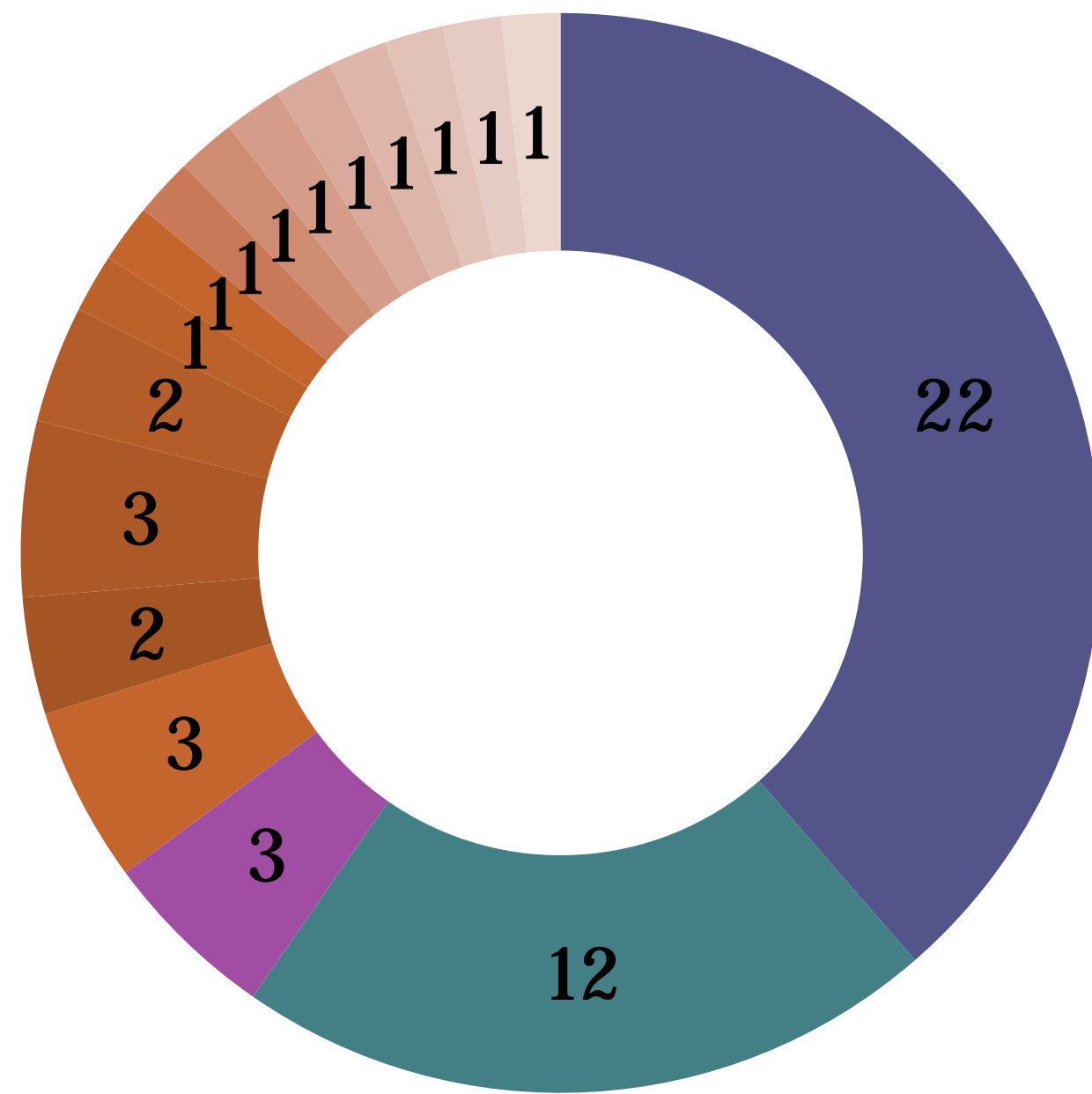
San Pedro Wellness  
 Senfuku  
 Maral 's Designs  
 Drop-in Gifts  
 Parkhurst Galleries Inc.  
 Behind the Scenes  
 Leisure Spa  
 Godmother 's  
 7Days  
 Ancient Arts  
 Norman's Men's & Boy's  
 Wellington Signs  
 Auto Palace Storage  
 Numero Uno Market  
 Hawaiian Total Fitness M.M.A.  
 Subway  
 Off the Vine  
 Beach Cities Café  
 Guitar Safari  
 Grand Vision

Cal Video  
 Grinder Restaurant  
 Mishi's Strudel  
 Micaela Violetitas De Mi Colors  
 Bank of America  
 Maggies Mini Market  
 Rosies Boutique  
 Jolly Burrito  
 Discount Club 27  
 Machine Studio  
 Baramée Thai  
 Downtown Caps  
 Bringelson Jewelers  
 Think Café  
 Our Creations  
 Raffaello Ristorante  
 People's Yoga

Business hours and address of listed  
 are available upon request!

# Business Types Surveyed

\*Only those who participated in survey are counted here



- |                     |                 |                   |
|---------------------|-----------------|-------------------|
| ■ Retail            | ■ Restaurant    | ■ Café            |
| ■ Health & Wellness | ■ Tattoo        | ■ Beauty Salon    |
| ■ Lounge            | ■ Electronics   | ■ Bar             |
| ■ Home Improvements | ■ Manufacturing | ■ Automobiles     |
| ■ Supermarket       | ■ Fast Food     | ■ Performing Arts |
| ■ Rental            | ■ Bank          |                   |

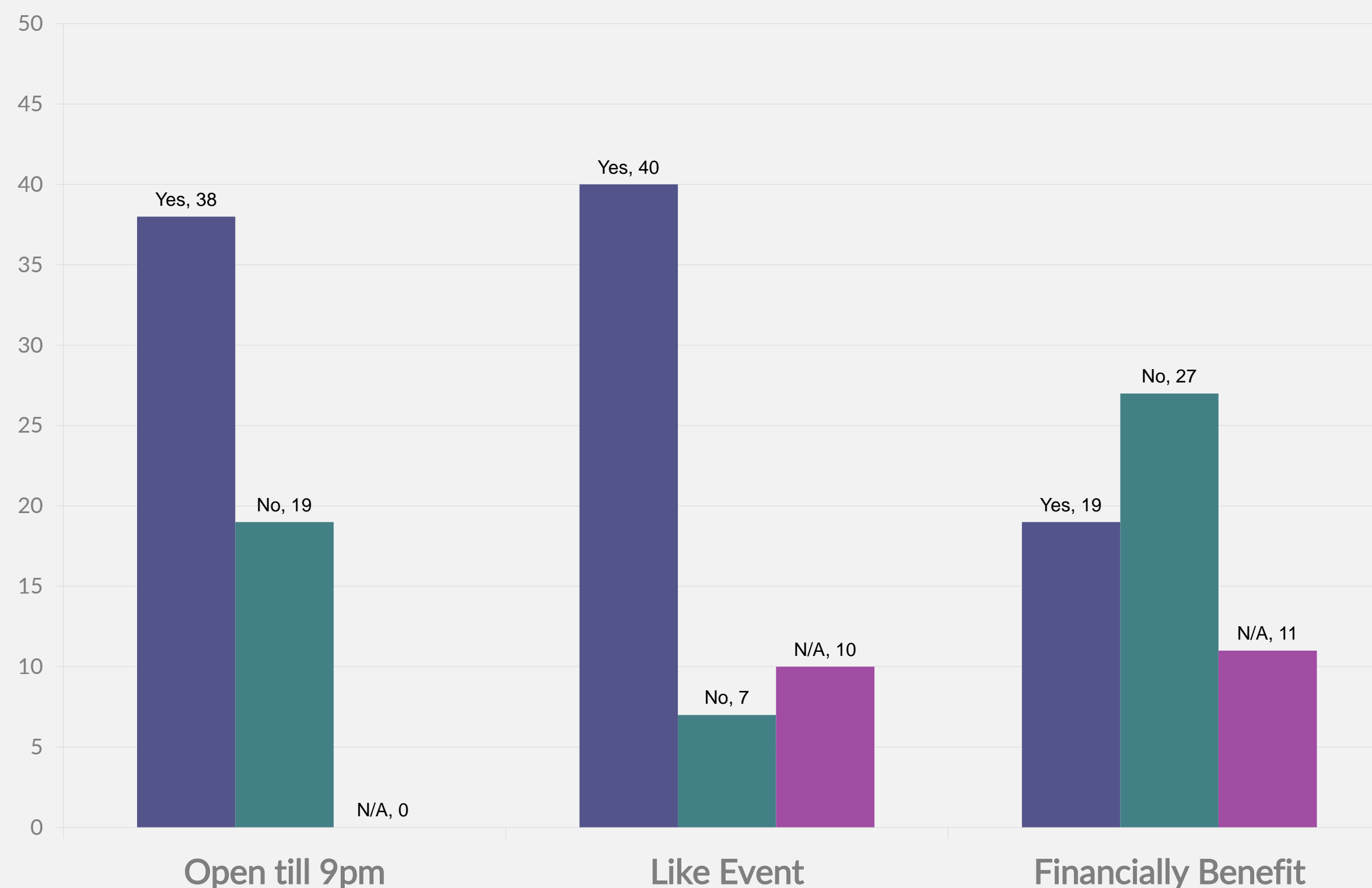
A number of retail shops make up a majority of surveyed businesses in the Downtown District, followed by restaurants.

Retail type includes the following stores: Jewelry, Hobby, Thrift, Military, Gifts, Liquor store, Clothing, Art, Flowers, Discount Retailers and more.

Stores that are not surveyed are due to various reasons ranging from refusal to participate in the survey, difficulty reaching decision makers, erratic open hours, and unresponsive email.

Survey are focused on businesses-to-consumer with street storefronts since tourists and visitors are more likely to visit these. Not surveyed are professional services such as lawyers, accounting, financiers, loan, web designers, and other professional white collar businesses.





# First Thursday

How Surveyed Businesses View First Thursday

## Open Till 9pm?

66% of the businesses surveyed are open until 9 pm on this day. All food related stores are open, the majority of no responses comprise of retail and beauty shops.

## Do they like the event?

70% of respondents liked the event and some believe the event is good for Downtown. 12% did not like the event. 18% decline to comment or had no feedback.

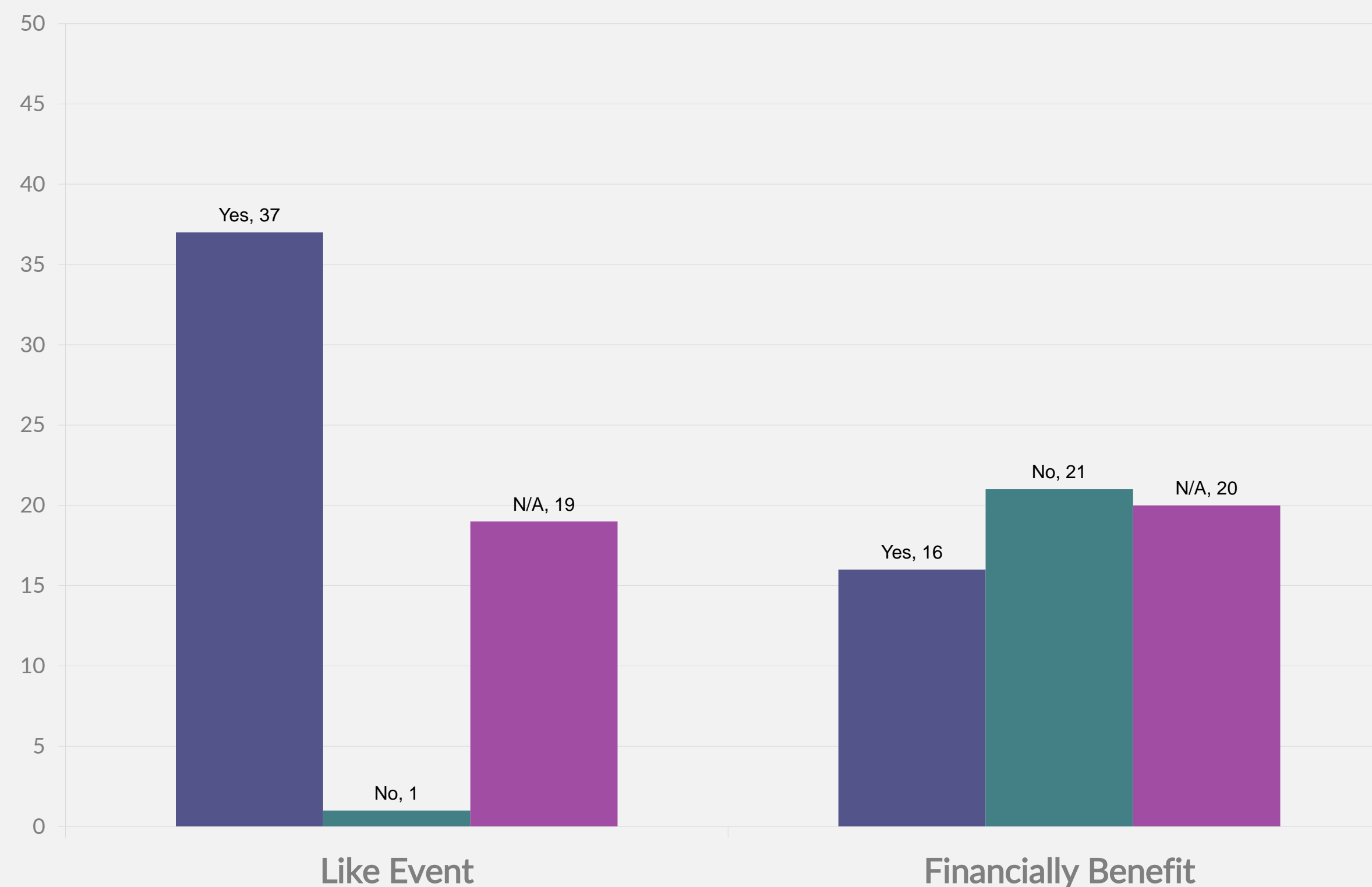
## Financially Benefit

Only 33% said they benefit from the event, reasons range from increase foot traffic into store or sales. 48% do not profit or experience increased foot traffic. 19% decline to comment or could not answer the question. A majority of businesses who responded "no" still like this event.

## Interesting Comments

A majority of Restaurants expressed dissatisfaction towards the food trucks believing they take away business and/or exploit their bathrooms, but they do experience an uptick in customers from increased foot traffic. Most retailers do not financially benefit from this event.





# Day of the Dead

How Surveyed Businesses View DIA 2015

## Do they like the event?

65% of the businesses surveyed are happy with the event or believe its great benefit to downtown. One business (2%) answered no. 33% did not comment, declined to comment, or had no idea the event

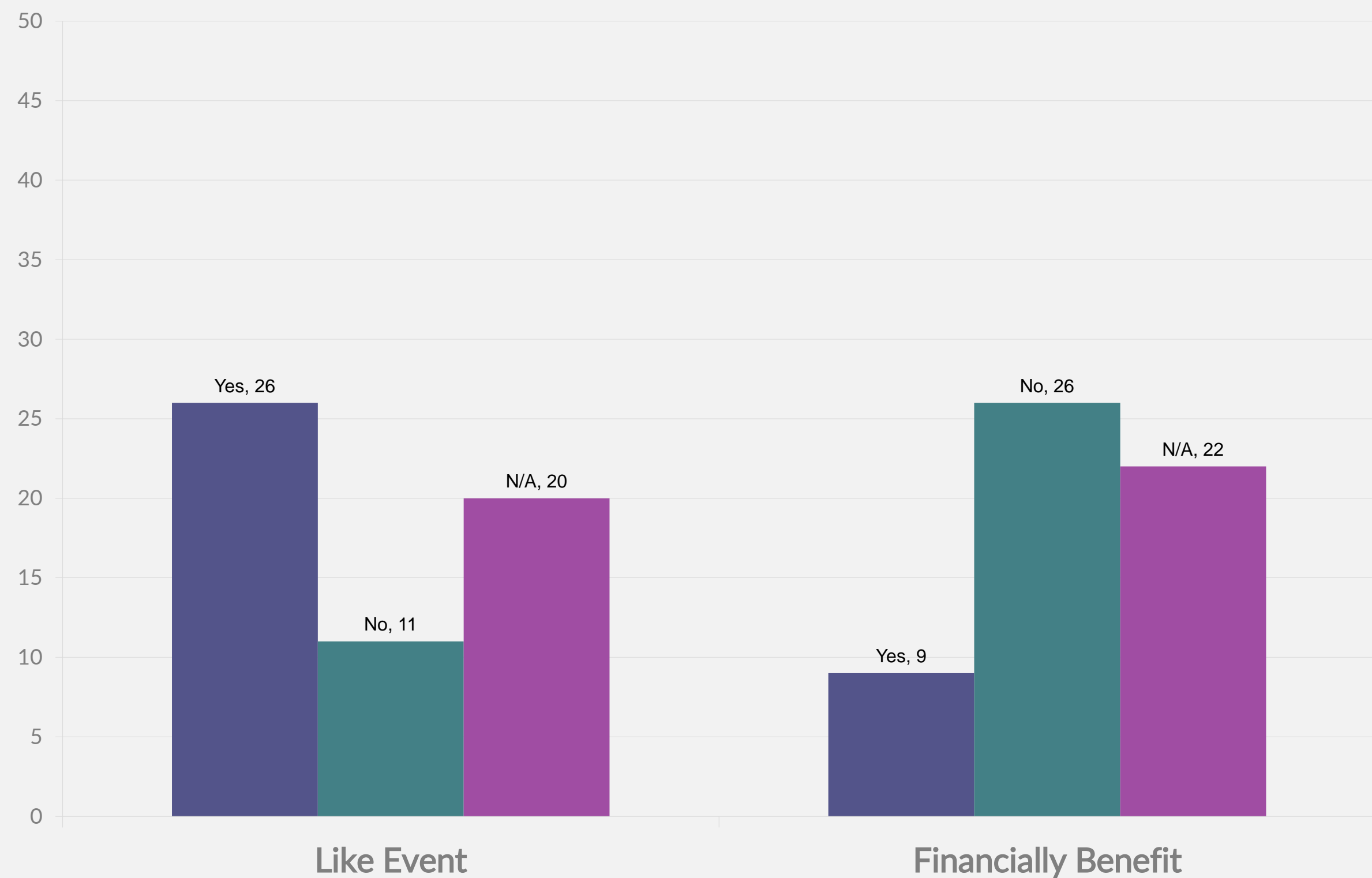
## Financially Benefit

Only 28% said they benefited from event, majority of benefited businesses were restaurants, participating retailers, and stores open within event area. 37% did not profit. 35% did not comment, declined to comment, or had no idea the event happened.

## Interesting Comments

Many of the businesses surveyed on 7th street had a demand to move this event to their location. The one business that answered, no, would change their response if the event extends to Pacific. Many of the N/A responses from businesses on Pacific had no knowledge such event existed. There was a considerable amount of requests to do increase marketing of this event by having banners on light poles.





# Hot Import Nights

How Surveyed Businesses View HIN 2015

## Do they like the event?

46% of the businesses surveyed are happy with the event or believe its great benefit to downtown. 19% answered no and cited reasons from noise, branding, and inconvenience. 35% refused to comment or could not decide.

## Financially Benefit

Only 16% said they benefited from event, majority of benefited businesses were restaurants within event grounds. 65% businesses did not benefit. 39% refused to comment or could not answer.

## Interesting Comments

Reaction towards hearing the event's name was very strong pro or against when asked. A large number of N/A responses refused to commit a response citing political worries or unable to decide if they like the event or not. Some yes responses mentioned the lack of events in the area, so they will take anything. Many of the businesses on Pacific did not know of this event. Some businesses mentioned that this car show may work backward to the arts community image that is trying to be built.



# Small or Large

When asked, more frequent smaller events or more infrequent large events?



## What kind of events?

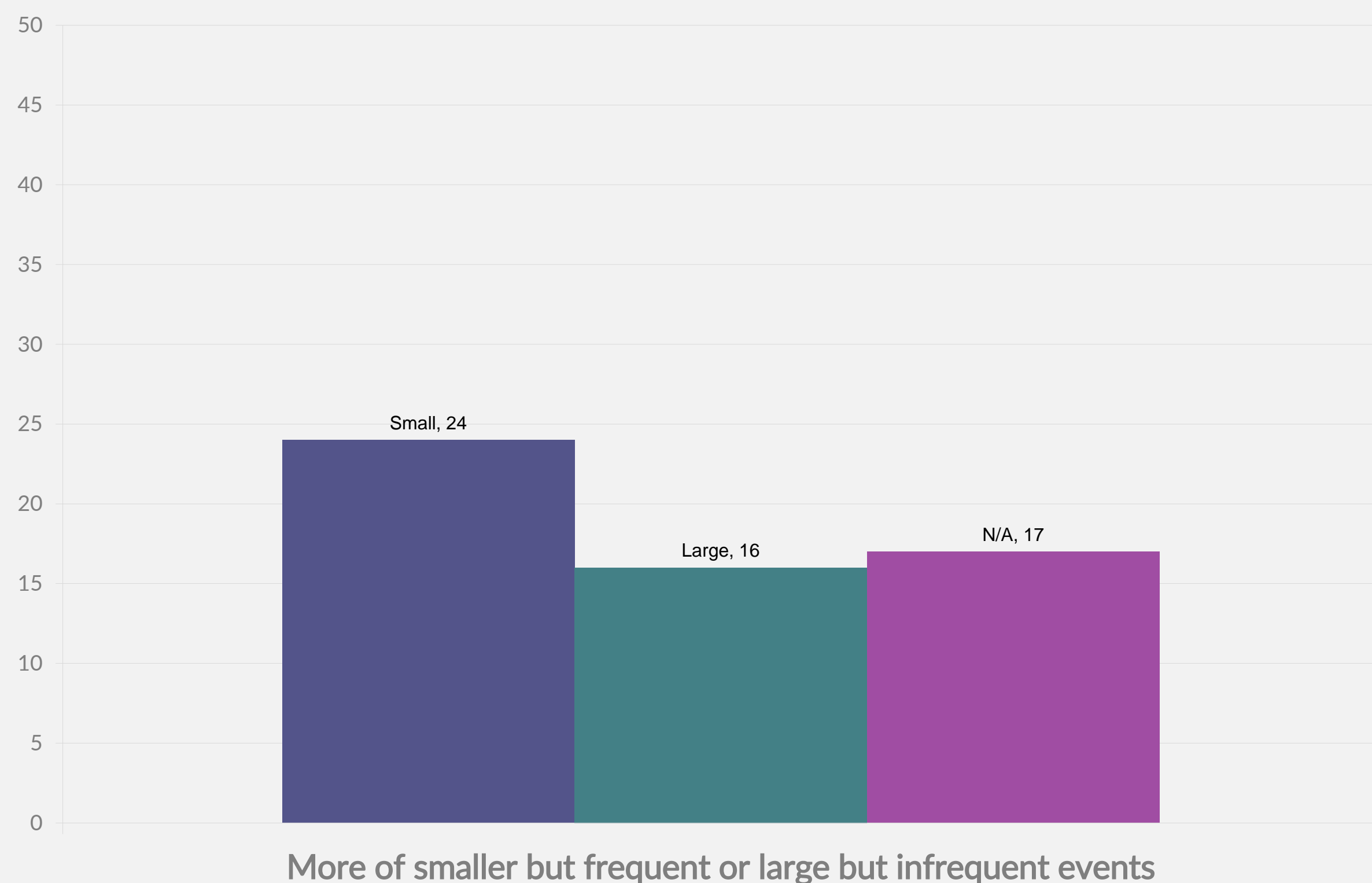
42% of the businesses surveyed would like to see smaller but frequent events. 28% answered wanting to see large events. 30% had no comment or unsure.

## Consensus regarding smaller events

Many of those who voted for smaller events felt that it can bring the community together more often and show downtown as a more active environment. The goal is to bring frequent visitors into the area by showing activity.

## Concerns regarding events

One of the top concerns is a financial benefit. Many of the businesses feel that it's nice to have events to show downtown but without monetary benefit, it can hurt them in the long run if no one comes back to the area to shop at their store and just simply take up parking space. A common theme was a concern of lack of collaboration between businesses-to-business and business-to-PBID on events. Some businesses expressed interest in event collaboration and would like to provide involvement in planning future events.





# Suggestions Regarding Events

Asking event question got the respondent to providing suggestions, here are examples of what's said.

## Event Suggestions

\* = Brought up numerous times from multiple businesses

Bring back Swing and Salute  
Christmas Event

Reggae fest

**\*Other Kinds of Car Shows\***

Cook offs

Cinco De Mayo

Saint Patrick 's Day

Small Business

Saturday

Music near farmers market

**\*Events for Kids\***

Super Santa

Valentines

Spring arrival

Navy Week

Art and music

Improve Swing Pedro

Summer fest

Bring food trucks for 3rd Thursday

**\*Concerts\***

Thanksgiving Food Drive

Cage fights

Political speakers

Sidewalk Chalk Night

Firemen Event

Sidewalk Sale

Chinese New Year

Mystic Tarot Card Event

Salsa Dancing

Harvest Festival

Seafood Event

More dance events!

## Logistical Suggestions

Bring events to 7th street

Total of 6 events per year

Street fairs would be great

Marketing events on Pacific Ave

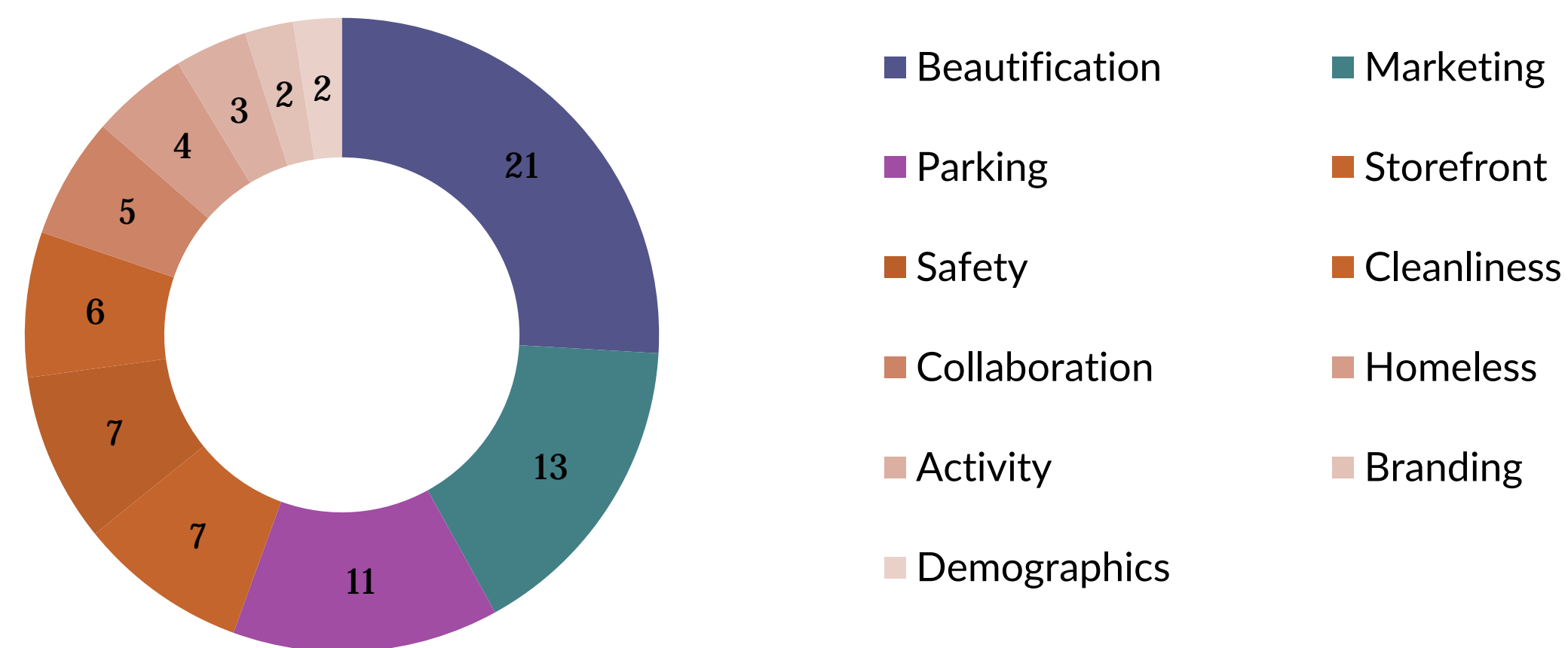
Collaborate with Local Businesses

Art community to make altars for DIA





# Top Concerns of Businesses



The method used to see the top concerns of businesses is asking a free-for-all question of what would they like to see improved in the PBID area. If a person who mentions the same subject multiple times, it is only counted once.

By allowing to speak their mind, whatever comes across can be identified as their immediate concern, their view of the downtown area, and items that affect their opinion of PBID performance. Addressing these areas of concern is a great PR move for PBID and businesses view it as bringing overall benefit to the district while providing reasons to stay.

Beautification: Gardening, landscaping, paint job, sidewalks, benches.  
 Marketing: Street banners, light post signs, communication, awareness.  
 Parking: Free parking needed, scares people. (City Hall Level Issue)  
 Storefront: Vacancies  
 Safety: Police, PBID Security Performance  
 Cleanliness: Beacon House, Sidewalk cleaning, Street Cleaning



# Point of Interests

## Side Commentary

Many surveyed businesses on Mesa and Pacific had no idea what was PBID, what programs PBID funds, or aware they were in a PBID district.

When marketing was mentioned or discussed. The majority of concern was in a lack of street signage and banners in public.

A common reason to why most stores on Pacific did not want to participate in survey mostly due to being busy or language barrier. Spanish or Korean speaking surveyor is needed.

A large, crowded outdoor market scene, likely a fish market, with many people sitting at tables under a large covered structure. The scene is filled with people of various ages, some eating, some talking, and some looking around. The structure has a high ceiling with a series of long, horizontal lights. The overall atmosphere is busy and lively.

# Ports O' Call

Fish Market, Village



# Disclaimer

## Issue with Ports O' Call Surveys

Many of the owners and managers in the fish market did not want to participate because they were too busy. Best I can do for most is grab their business hours and contact info.

Some of the businesses became aggressive and suspicious when I mentioned I am working for the PBID and conducting a survey.

More than five Ports O' Call Village stores pointed to Jamie Wilson's Spirit Cruises and gave me a similar message, "He represents my interests, survey him and whatever he responds is my answer too". Jaime says that I will get a similar response from all 18 businesses in the village. This causes an issue with results because of groupthink.

Only one Ports O' Call Village retail store was nice enough to participate individually in the survey and warned me that most of his colleagues don't follow their posted business hours. He was correct, many businesses were not open on posted hours when surveying the area. (Thursday)

# To be added to retail map

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Pan Pacific Ice Cream  
Utro's Cafe  
Alaska Seafood Restaurant  
Krusty Crab  
Arts and Music  
Boardwalk Café  
Ports O Call Restaurant  
Handmade Jewlery  
Dreyers Ice Cream

Oceanside  
Mexilatin Gifts  
Botanica  
Village Emporium  
Figments  
Capriccio  
Village Sweats  
Oldies for Sale  
Glass Act

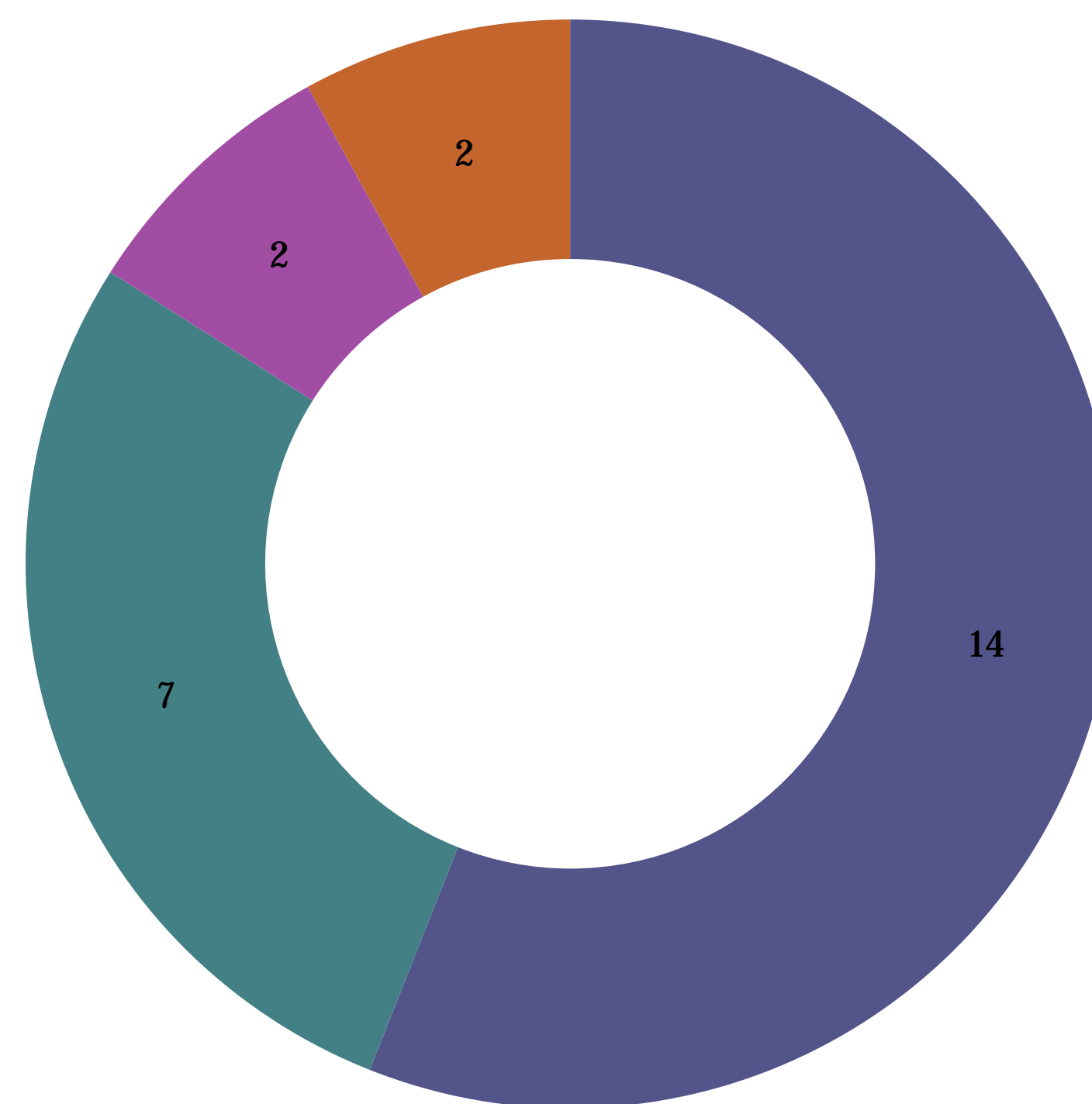
African American Gift Shop  
Candy Town  
Marina Bar & Grill (Double Tree)  
Spirit Cruises  
LA Waterfront Cruises  
Acapulco  
Sea Breeze

Phone numbers are available upon request!



# Business Types

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■ Retail ■ Restaurant ■ Dessert ■ Cruise

# Ports O' Call Village

Jamie Wilson's Response Represents: 18 stores

## What kind of events would you like to see?

More smaller but frequent events.

Suggestions: Tall Ships, Cruise ship docking celebration, Shrimpfest or shellfish-fest.

1<sup>st</sup> Thursday at ports O' Call. Carnival games

## Does the Trolley Benefit your Business?

Yes but to benefit Downtown they need to have a 5 min interval for each trolley that passes by so people visiting ports O' Call are not discouraged if they miss one.

## Do you get more customers when a cruise ship is docked?

Yes

## Included in Shopping Directory?

Yes, add all the other village businesses too. Have Ports O' Call and Downtown all on one map to make the area look connected.

## After Re-development, what do you think is needed to draw more visitors into the area

More Sea based activities, small exhibits, lights, gardening, playground, food trucks, rides.

## Disclaimer

More than five Ports O' Call Village stores pointed to Jamie Wilson's Spirit Cruises and gave me a similar message, "He represents my interests, survey him and whatever he responds is my answer too". Jaime says that I will get a similar response from all 18 businesses in the village. This causes a problem with results because of groupthink.

## Other Thoughts

Enforce Zip-code on \$5 cash card. Bring in informational Kiosks, force all the stores in the village to stay open until 9pm.



# Acapulco

Manager appreciates PBID support

## What kind of events would you like to see?

Concerts, Fundraisers

## Does the Trolley Benefit your Business?

Yes

## Do you get more customers when a cruise ship is docked?

Yes

## Included in Shopping Directory?

Yes

## After Re-development, what do you think is needed to draw more visitors into the area

Need corporate businesses to draw tourists into area, playground.

## Other Thoughts

Pressure washing sidewalks, remove raccoons living on hill.

# Concerns Regarding Port O' Call

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Ports O' Call yielded strange results. It requires a different approach to get responses. Must be aided by another business in the area.

The area needs to be re-surveyed because it was difficult to run any quantifiable numbers with a lack of individual responses. 18 responses from the Village suffer from groupthink by having Spirit Cruises represent them all.

The Port O' Call Village is very difficult to obtain accurate business hours and individual responses. I need to work with Jamie Wilson to get accurate business hours for upcoming retail map.





# THANK YOU

Special thanks to Mike Wright for Downtown survey support and Donneshia Hall for database entry.